

ABSTRACT

[00142] A system and method for performing real time monitoring of an interactive network server, such as a web site server, provides for receiving requests for information from at least one visitor and in response to providing the information to the visitor, reports information concerning the visitor's activities on the server, including a visitor identifier and information requested or provided to the visitor. The visitor information is filtered and organized for determining at least the present status of the visitor presently accessing the network server, in real time. A data analyzer organizes raw the visitor information and provides the organized information to a data accumulator which further organizes the information into a higher level for display, in graphical format, to a user. The user may display at least the status of each visitor presently accessing the network server, including track history and purchase information and allows display of that information in real time and in a graphical format to a network server administrator. In response to user input on a network server administrative terminal, an information control signal may be sent back to the interactive network server to control what information is displayed to the visitor presently accessing the interactive network server.